Undergraduate Focus - Brand Management

“Brands have taken on the role of defining who people are, as opposed to simply being something that they drink or wear.”

Jo Harlow, VP Global Marketing, Reebok.

Coca-Cola® and Colgate®. Chevy® and Chanel®.

A compelling brand elicits powerful reactions: they make us hungry or angry; stimulated or satiated.

A successful brand defies the vagaries of fashion, time and culture and creates enormous shareholder wealth. (See Table 1)

But who are the women and men that create and sustain the brands that influence our day-to-day lives?

This mission critical role—one of the most exciting and lucrative positions in the field of marketing—is the realm of the Brand Manager.

The Brand Management function is both creative and analytic; highly competitive and fiercely team-driven; cross-functional and “intra-preneurial.”

A Brand Manager is the “CEO” of their product.

Brand Management at Stern. Brand Management positions have long been limited to MBAs. However corporations are increasingly recruiting entry-level Brand Managers at the undergraduate level.

This shift in corporate strategy creates a unique opportunity for NYU undergraduates looking to break into Brand Management.

A specialization in Brand Management at the Stern School is the first step to landing a position in Brand Management. (See Table 2)

Stern’s undergraduate Brand Management curriculum leverages the “real-world” success of its faculty and harnesses the expertise of its MBA Program which is currently ranked 7th by the Financial Times MBA program survey.

…and don’t forget to visit the Stern Undergraduate Marketing Society web page at http://pages.stern.nyu.edu/~mktsoc.

Please turn page for information on careers in Brand Management!
A Career in Brand Management

Kelly Jankowski, Stern ’03 – Brand Assistant, Unilever Best Foods.

“The thing I like best about Brand Management is that it is like running my own business with the resources of a large company behind me.”

Kelly reports that the skill-set she gained from Introduction to Marketing, Consumer Behavior and International Marketing helped her land a Brand Management job after graduating from Stern – and she continues to find her Brand Management specialization useful on the job.

Kelly’s Typical Day:
7:30am Arrive at office, respond to voicemail and email, review current projects with Brand Manager.
10:00am New product meeting with R&D, packaging, sales, finance and supply chain departments.
11:30am Review marketing budget for up-coming new product launch.
12:00pm Lunch with Brand Manager and promotion agency to finalize creative material for next quarter.
1:00pm Meet with marketing research dep’t to develop focus group questionnaire and discussion guide.
          Determine next date for “hanging out with customers” to gain deeper consumer insight.
4:00pm Meet with summer intern to review current projects and provide ad hoc training and mentoring.
5:00pm Review financial and market state of brand in preparation for monthly business review.
6:30pm Respond to voicemail and email. Review schedule for following day. Leave office.

Starting Out in Brand Management

• Hours worked per week: 50-60.
• Projected 10-year job growth: 2-4% per year.
• Key growth sectors: Entertainment, IT, Pharmaceuticals.
• Difficulty landing an entry-level position: HIGH. Be willing to relocate. Be open to a sales position as a point of entry.

Table 2:
Sample Employers of Stern Undergraduates

- Colgate-Palmolive
- Fidelity
- Ford
- Kraft
- Kodak
- L’Oréal
- Minolta
- Nestlé
- P&G
- Sara Lee
- Unilever
- Yahoo!

Source: NYU Stern Office of Alumni Affairs